

RETAIL NEWS

red wing shoe company • volume fifteen, 2006

Red Wing Shoe Company & Employees Recognized for Giving

The Minneapolis Regional Chamber of Commerce recognized Red Wing Shoe Company for their community donations with the Keystone Star Award. Red Wing Shoe was honored with the Star Award for their efforts to enhance the quality of life in the state of Minnesota through corporate philanthropy.

Bill Sweasy, Red Wing Shoe Company chairman and CEO accepted the award on behalf of the company and its employees. Red Wing Shoe was chosen based on the significant financial support the company has made to area organizations and the company's role as a corporate leader in the community.

Red Wing Shoe Company and its employees were honored for donations in the past year to: Habitat for Humanity, Toys for Tots, Environmental Learning Center, YMCA, Easter Basket Donations to local children's home,



Bill Sweasy accepts the Keystone Award from Minnesota Governor, Tim Pawlenty.

Sheldon Theater, Goodhue County Family Christmas Project, Partners in Sharing matching employee donations, Challenge Games, Tsunami Disaster Relief, local schools and area athletics and the Relay for Life.

The Proper Use of "Made In USA" Display Materials

We take great pride in the fact that some of our Red Wing branded products can carry the "Made in USA" claim. For some customers, it is a compelling reason to seek out your store and buy Red Wing work boots. Over the years we have provided our retailers with display materials that promote this point of difference. To ensure that we can continue to use the "Made In USA" to our mutual advantage, we need your cooperation in complying with the federal regulations surrounding the proper use of the "Made in USA" claim.

Specifically we ask that you make sure that any signage, shelves or posters using this term be used only to promote Red Wing branded

products that are labeled as "Made In USA". Displaying WORX™, Carhartt, Red Wing Casuals or Irish Setter products on a shelf or under a poster making this claim is not permissible. Additionally, you should not place any general "Made in USA" display materials in your store windows.

We would ask that you take a critical look at all your display materials and comply with these directives. Improper use of these materials could compromise our ability to use this advantage in the long term. We thank you in advance for your cooperation and prompt attention in addressing this issue.

Red Wing Factory Tour DVD Now Available

The Red Wing Factory Tour DVD is now available through customer service. It shows the process; start to finish, of how Red Wings are made. This DVD was shown at the Minnesota State Fair and for the factory tours during the Centennial celebration. Call customer service to order the DVD (Item # 94312) for only \$4!

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Company Updates

Reminder of New, Defective and Repair Shoe Returns

New Shoe Return Policy Reminder

Please note that Red Wing Shoe Company has made some changes regarding new shoe returns. New shoe returns must be returned to the appropriate location, as listed below.

Brand: Red Wing and WORX
Shoe Type: Work and Safety shoes
Ship to: Red Wing Shoe Company
Attn: Returns
135 Cannon River Avenue
Red Wing, MN 55066

Brand: Vasque, Irish Setter and Carhartt
Shoe Type: All Styles
Ship to: Red Wing Shoe Company
Attn: Returns
1841 South 5070 West
Salt Lake City, UT 84104

Brand: Red Wing Comfort Casuals and WORX
Shoe Type: Service
Ship to: Red Wing Brands of America
c/o UPS Supply Chain Solutions
Attn: Returns
1201 C Street NW
Auburn, WA 98001

Defective Shoe Returns Policy Reminder

Please continue shipping defective shoes for ALL brands to Red Wing, Minnesota.

Red Wing Shoe Company
Attn: Returns
135 Cannon River Avenue
Red Wing, MN 55066

Due to address changes, all new shoe and defective shoe returns must be shipped separately.

Exception: Red Wing and WORX work and safety new shoe returns and any defective shoe returns can be shipped together because they are received at the same address. In this case, please include separate memos for new shoes and defective shoes. Return merchandise memos (Item #39333) can be ordered through customer service.

Shoe Repairs Policy Reminder

Please send shoe repair items separate from other returns and clearly mark them for shoe repair.

Ship shoe repairs to:
Red Wing Shoe Company
Attn: Returns
135 Cannon River Avenue
Red Wing, MN 55066

Please remember to include your account number with any New, Defective or Repair shoe returns.

Red Wing Warranty Updates

Red Wing Warranty

As a reminder, all Red Wing branded work boot products carry a full one-year warranty.

The limited warranty is as follows:

Red Wing Shoe Company products are warranted against defects in workmanship and materials.

If within 6 months a product defect occurs as the result of normal use, Red Wing will repair the defect or exchange the product.

If within 6 to 12 months a product defect occurs as the result of normal use, Red Wing will repair the defect or issue a credit for 50% of the purchase price.

If after 12 months a product defect occurs as the result of normal use, Red Wing will issue a fair and reasonable credit that can be applied to the purchase of Red Wing footwear. The amount will be determined at the dealer's discretion.

Product failures caused by excessive or abusive wear conditions do not qualify for exchange or purchase credit. This warranty is available only to the original purchaser and is not transferable. No adjustment will be given without the original receipt of purchase. You must return your footwear to the Red Wing dealer where the footwear was purchased.

Red Wing Waterproof

In addition to this overall product warranty, Red Wing branded waterproof products carry an additional no leak guarantee for one full-year. These products are highlighted with the waterproof symbol (☉) in the Red Wing catalog. This guarantee is as follows:

If a Red Wing waterproof boot should leak with-in 12 months from the date of purchase, Red Wing will replace the product. Product failures caused by excessive or abusive wear conditions do not qualify for exchange. This warranty is available only to the original purchaser and is not transferable. No adjustment will be given without the original receipt of purchase. You must return your footwear to the Red Wing dealer where the footwear was purchased.

We believe these warranties are the best in the business and are appropriate for the best built work boots, Red Wing. We ask that you continue to use your good judgment when dealing with your customers over any quality issues regarding our product. As always we appreciate hearing from you regarding any product quality issues you may encounter. Please continue to share your concerns with your Red Wing sales representative.

Address Changes

If you have changes to your store information shown on the web dealer locator or 1-800-REDWING phone number, please contact Dawn McRoberts in customer service at 651-385-6542. The Red Wing Store Locator- making it easy for customers to find you, and buy from you.

Let Us Know

Do you have a comment for us? Now you can quickly email your comments, suggestions, ideas and criticism regarding our product and service deliverables to comments@redwingshoe.com. This tool is available to all dealer stores and can be used for all accounts.



Marketing Updates

2006 Advertising Co-op Programs

To help you better plan your year and maximize your advertising effectiveness, Red Wing is offering two “turnkey” marketing programs in 2006. The following direct mail and newspaper programs offer 100% Co-op. Participation is as simple as signing up for each individual program - Red Wing provides a professionally managed product which features multiple customizable features to best fit your market.

Direct Mail

Direct mail is an excellent way to contact your customers on a personal basis with special benefits or offers and reminds them of the outstanding product and service your store provides, in turn driving sales. The flexible program allows you to select from multiple options to create a custom postcard including: art selection, coupons and expiration dates. You will receive signups for each program prior to each postcard and have the ability to pick and choose individually what programs you would like to participate in. Direct Mail programs offered:

Spring Sale	April 2006
Summer/Clearance Sale	June 2006
Insulated/Waterproof Sale	September 2006
Anniversary Mailer	Monthly ongoing

Newspaper

Newspaper advertising is another great way to attract new prospects, build your customer base, reach new people and ultimately deliver more sales. Partnering with Sable Advertising, we provide professional design, offer coupon selection, contact the newspaper for cost estimates and arrange the insert/ad. You will receive signups for each program prior to each insert/ad. You can pick and choose what you would like to participate in. Newspaper Inserts offered:

Spring Sale	March 2006
Motorcycle Boot promo	May 2006
Summer/Clearance Sale	July 2006
Insulated/Waterproof	October 2006

For more information please contact Mike Rudquist at 651-385-6568 or michael.rudquist@redwingshoe.com.



Brand Updates

Motorcycle Line Features New Pricing

Please be sure to check out the new lower wholesale prices on all Red Wing motorcycle boot styles. These new lower wholesale prices offer retailers the opportunity for keystone margins with retail price points in the \$120-\$150 price range. These new prices are aimed at the volume part of this growing market. It's a great second pair sales opportunity. The new steel toe styles make for a great first pair sale alternative too. Refer to the new 2006 motorcycle wholesale catalog (94310) and wholesale price list (94307) for further information or contact your Red Wing sales representative.

Co-op Reminders

Claim Status – Red Wing Co-op Program

The 2005 co-op year expired on 11/30/05. Co-op claims are currently being processed for ads that were placed September through November. Please review your January co-op letter for your 2006 accrual status. New accounts opened after 10/1/05 and ideal inventory accounts that were opened in 2005 will have unused 2005 funds carried over to your 2006 accrual once all 2005 claims are processed.

2006 Red Wing Co-op Advertising Agreement

The 2006 cooperative advertising agreement will accompany your co-op accrual letters. A couple changes from the 2005 program are:

- 1) MAP (Minimum Advertised Price) – Deviations from the MAP guidelines shown in the Red Wing wholesale price list will not be eligible for reimbursement. The guidelines do not apply to irregulars or discontinued products. Exceptions to this policy will be granted for one 14-day period each season for temporary promotions at prices below Red Wing's minimum advertised price schedule. We recognize 2 seasons per calendar, spring season, January 1st through June 30th and fall season July 1st through November 30th.
- 2) Advertising motorcycle product will be reimbursed under the Red Wing Co-op Program.

Claim Status – Carhartt Footwear Co-op Program

The 2005 co-op year expired 12/31/05. Co-op claims are currently being processed for ads that were placed September – November. Please review your 2006 Carhartt Footwear Cooperative Advertising Agreement, available at www.carharttfootwear.com. Click on “For Our Dealers” and then click on “documents.” One major change from the 2005 program is:

- 1) MAP (Minimum Advertised Price) – Deviations from the MAP guidelines shown in the Carhartt Footwear wholesale price list will not be eligible for reimbursement. The guidelines do not apply to irregulars or discontinued products. Exceptions to this policy will be granted for one 14-day period each season for temporary promotions at prices below Carhartt Footwear's minimum advertised price schedule. We recognize 2 seasons per calendar, spring season, January 1st through June 30th and fall season July 1st through November 30th.

Be sure to keep this agreement as your reference to ensure your advertising meets Carhartt Footwear Co-op requirements.

New Co-op Program

We are happy to inform you that as of 12/1/05, Red Wings' Casual Lifestyle launched a co-op program. Co-op year: December 1, 2005 through November 30, 2006 based on 2% of annual shipments. Agreements can be found with your catalog or are available on the website. If you have any questions, please contact the co-op department at 800-538-5647 and select option 2.



Customer Relations

Letters from Customers

I would like to thank you for your great product and tell you my story. I am retired and to keep busy I cut and split logs for firewood. I have worn Red Wing logger boots for years but 2 years ago, I had complete knee restoration on my right knee and wanted more protection than just steel toes. I wear hockey guards to protect the knee and lower leg but I need something to protect the foot. I looked on the Internet and all over and finally found a store in Saugerties, NY and they said they could get them for me. They ordered a pair of Red Wings #4428 in a size 10 2E for me with a metatarsal guard.

Last week I was working with a large tree and while attempting to put an 800 pound piece of the log on my splitter, it slipped off the thongs and landed on my foot. I was taken to the hospital and thanks to my Red Wing metatarsal protectors my foot was not crushed but I had only a small break in the second metatarsal. I am hobbling around but I am very thankful, as without them I could have lost the foot. Thank you again for a great product.

JM, New York

I have worn Red Wing boots most of my life including 28 years in the oil field business. I was in a fall from a deer stand, some 20 feet. All the bones in my foot were broken and one crushed. It took an hour to get to the truck and an hour to the hospital. Not removing the boot earlier and the boot holding everything in place saved my foot and possibly my life.

Thanks for the excellent product that has protected me in industry and recreation for 30 years.

JM, Texas

On Thursday, November 17th, my boyfriend was at work "skid patching" asphalt on a residential street. Due to an equipment malfunction the tailgate of the asphalt truck came loose, hitting him in the head and dumping the entire truck bed of 300-degree asphalt on top of him. Thank God for his Red Wing boots and Carhartt coveralls. After being pulled out of the chest-high asphalt he walked away with only a gash on the top of his head. Both the Carhartt and the Red Wings were destroyed but he suffered no burns whatsoever. Thanks for making a quality product.

CJ, Illinois

Red Wing Shoe Company, Inc.
314 Main Street
Red Wing, MN 55066-2337

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